



**STAFFORD HOUSE**  
INTERNATIONAL

# PROFESSIONAL CERTIFICATES

Project Management    Marketing    Business Management



**PROFESSIONAL SKILLS  
FOR A GLOBAL CAREER**



Skills-focused Business Certificates in Marketing, Project Management, and Business Management.

Explore business concepts and apply your English skills to team projects and case studies in three main business subjects. Learn from experienced teachers, local business leaders and entrepreneurs as they share their experience and insight into the business world. The Professional Certificates are for students with an upper-intermediate level of English who want to learn business skills in a Canadian, British or American setting, build professional networks and gain a Certificate to enhance their professional resume.

## **BENEFITS**

- Develop your English communication skills in authentic business situations
- Visit local businesses and hear from expert guest speakers
- Learn from experienced business teachers
- Practice team-work and presentation skills necessary to succeed in any business
- Network and make international contacts
- Add projects to your resume and personal on-line profiles to boost your career

**TIP- ADD PROFESSIONAL SKILLS MODULES SUCH AS SOCIAL MEDIA MARKETING, BUSINESS WRITING OR CAREER PREPARATION TO YOUR COURSE FOR EXTRA INSIGHTS AND PROFESSIONAL DEVELOPMENT!**

\*Stafford House is accredited by The British Council, ACCET and Languages Canada and part of the Cambridge Education Group



### WHO IS IT FOR:

- Working professionals or university and college students with an upper intermediate level of English who want an introduction to three key business subjects.
- Working professionals or students who want to further develop their professional skills portfolio and practice speaking English while doing a short-term business course.
- Job seekers who want to advance in their career by adding a Business Certificate onto their resume.

### OUTCOMES:

- A Professional Certificate from Stafford House
- Final business presentation and project
- Experience working in a multi-cultural team
- Networking skills and new international contacts

## PROFESSIONAL CERTIFICATE COURSE INFORMATION

	PROFESSIONAL CERTIFICATES (12 Weeks)		
	MARKETING	PROJECT MANAGEMENT	BUSINESS MANAGEMENT
	<b>2019:</b> London: 2 Jan, 25 Mar, 17 June, 9 Sept Toronto: 28 Jan, 22 Apr, 15 Jul, 7 Oct  San Diego & Boston: 2 Jan, 25 Mar, 17 June, 9 Sept, 2 Dec  Chicago and San Francisco: 28 Jan, 22 Apr, 15 Jul, 7 Oct  <b>4 Weeks</b>	<b>2019:</b> London: 28 Jan, 22 April, 15 Jul, 7 Oct Toronto: 25 Feb, 20 May, 12 Aug, 4 Nov  San Diego & Boston: 28 Jan, 22 Apr, 15 July, 7 Oct  Chicago and San Francisco: 25 Feb, 20 May, 12 Aug, 4 Nov  <b>4 Weeks</b>	<b>2019:</b> London: 25 Feb, 20 May, 12 Aug, 4 Nov Toronto: 2 Jan, 25 Mar, 17 June, 9 Sept, 2 Dec  San Diego & Boston: 25 Feb, 20 May, 12 Aug, 4 Nov  Chicago and San Francisco: 2 Jan, 25 Mar, 17 Jun, 9 Sept, 2 Dec  <b>4 Weeks</b>
	<b>FOCUS</b> Learn the skills and strategies necessary to succeed in <b>today's</b> interactive world. Students will receive tools for evaluating, developing, and delivering a marketing plan, using a heavy emphasis on problem-solving approach. Special emphasis will be placed on the impact of global/digital marketing, social media and e-business.	Learning a comprehensive overview of project and general management skills and all the necessary steps from initiating a plan to executing a project.	Learning current management practices within an application environment. Students will draw upon prior learning and working experience and become familiar with success strategies for managing not just a business, but also people.
	<b>WHAT YOU WILL LEARN</b> The essential parts of customer-oriented marketing strategies, market selection, product development, lifecycle, planning and pricing as well as promotional decision making.	Managing schedules, budgets and risks.  How to build a business case.  How to analyze new projects.  How to track and communicate progress.  How to plan and execute a project.	The role of management and leadership within an organization.  How to develop your own leadership.  How to develop professional relationships.
<b>HOW YOU WILL LEARN</b>	Students will learn up-to-date Marketing concepts by classroom work, case studies, and a team project.	Students will learn a comprehensive overview of Project Management by classroom work, case studies, and a team project.	Students will learn a comprehensive overview of Business Management by classroom work, case studies, and a team project.
<b>CASE STUDIES</b>	Oreos; Procter & Gamble; Walgreens; Hubway; Boston's Online Bike-Sharing System; Pepsi Cola; Samsung; Chobani Greek Yogurt; Costco; and more.	Baldwin Water Works; Colorado Parade, Denver Runaway, New Zealand Wind Farm, China Telecom, Marriott Bedding; and more.	Trader Joe's; HP; Dyson; Microsoft; State Farm Bank; Ethics in Action; Starbucks; GE; and more.

## COURSE FEATURES:

### Lecture-style classes

Experienced teachers introduce business concepts in lectures featuring business case studies.

### Team projects

Learn communication, presentation and team-working skills essential for a successful career. Have experiences that reflect the real workplace as you collaborate with other international students on final team projects.

### Company visits and Guest Speakers

Each certificate includes a company visit, networking event or a guest speaker to Stafford House. Local start-ups, successful entrepreneurs and established business leaders give inspiring talks and answer questions about a specific business topic such as how their business overcomes challenges and what it takes to succeed in the current business climate.

## SAMPLE PROFESSIONAL CERTIFICATE TIMETABLE

	Monday	Tuesday	Wednesday	Thursday	Friday
8:45am - 10:15am	PROFESSIONAL CERTIFICATE CORE COURSE				
10:30am - 12pm	GROUP WORK: PROJECT PLAN				
12pm - 12:45pm	LUNCH				
12:45pm - 4:15pm	*MODULE LESSONS				FREE AFTERNOON

\*Add other English modules such as Presentation Skills and Social Media at work for a Standard or Intensive course

## PRICING

US			UK				CANADA			
20 lessons	25 lessons	30 lessons	20 lessons	25 lessons	30 lessons	35 lessons	20 lessons	25 lessons	30 lessons	35 lessons
\$1,900	\$2,100	\$2,250	£1,500	£1,800	£2,000	£2,150	\$1,950	\$2,150	\$2,300	\$2,450

## STAFFORD HOUSE PROFESSIONAL CERTIFICATE TEACHERS

Experienced and dedicated teachers each bring professional experience from the workplace to dynamic lecture-style, content-based lessons featuring the latest business theories and practices taken from real business cases and situations.

“I enjoy meeting students from all over the world and teaching them about North American business, its strategies and culture. Students are invited to share their business culture and experience, as we learn from each other. My 20+ years of professional work, provides me with insight to draw from and share with students. Students are encouraged to apply the professional skills and concepts learned from class and projects to everyday life so they can see the world from their newly developed business perspective.”

**Donna Pitz**, Professional Certificate Teacher, Chicago



## COURSE FACTS

### LEVEL

Upper Intermediate

### LESSONS

#### Essential

20 Professional Skills lessons

#### Standard

20 Professional Skills lessons  
+ 5 module lessons\*

#### Intensive

20 Professional Skills lessons  
+ 10 module lessons\*

#### Super Intensive

20 Professional Skills lessons  
+ 15 module lessons\*



# TESTIMONIALS



“I took the Professional Certificate classes so I could learn about the ‘American Way’ of conducting business and marketing. Especially in marketing, it is very different to the way it is done in Brazil. Therefore, the class gave me insight on how it works here in the USA. I also wanted to take different classes, so I can increase my chances to get a better job and improve my career.”

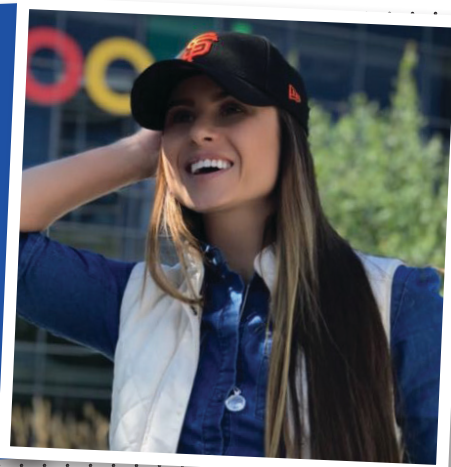
**Julie, Brazil**

I am a University Student at UCSD for Photography. I did the Professional Certificate in Marketing, Project Management and Business Management Classes as well as Cambridge Advanced CAE.

“I liked the Professional Certificate course because it gave me an introduction to the work environment in San Francisco and in the United States. I took the class because one of my main goals is to work in San Francisco and the Silicon Valley. When I told Paula, the Professional Certificate teacher, that I wanted to open a business, she showed a lot of interest gave me the confidence to work towards it. She is really helping me put myself out there. I also learned so many new strategies from the Marketing and Business class that I am excited to apply in my work life!”

**Lana, Brazil**

Taking Business Management and Marketing in San Francisco.



“I wanted to learn something more about business other than my major; accounting. It is important to know other aspects of business, not only working at a company but also specializing in accounting. I am going to take advantage of this experience to get a better job.”

**Ryohei, Japan**

University student. Doing work placement at Blackstone Group in Chicago. Took the Unlimited Package including Professional Certificates and Career Preparation Activity.

“I have completed the Business Management Certificate Program and now I’m studying Marketing. I have been here at Stafford House Boston more than 10 months. I really believe that I have developed presentation, organization, communication and teamwork skills with this course. I think PC classes are really changing my thinking about my career, because as I take these classes, I’m getting interested in management and marketing and I want to work in marketing and advertisement in the future.”

**Hina, Japan**

Taking Professional Certificates in Business Management and Marketing in Boston.

